

TABLE 9- RENTAL CARS (EV)

ELECTRIC VEHICLES AVAILABLE AT BUDGET IN CALIFORNIA

Budget Rent a Car Corporation, the world's third largest car and **truck rental** company, and EV Rental Cars, a new company **that** specializes in the **rental** of electric and other environmental vehicles, have formed a partnership to offer Electric Vehicle (EVs) rentals to consumers. This alliance was developed to support a cleaner, greener environment and to offer yet another "out of the ordinary" rental option from **Budget**.

You can now rent an affordable EV at the Los Angeles Airport Budget **location** with additional Southern California locations offering EVs later in 1999.

EV Makes/Models

Budget and EV Rentals offer electric vehicles from major automobile manufacturers with products like **the** Ford Ranger **EV**; General Motors EV1; Honda EV PLUS; and Toyota **RAV4-EV**. These specialty vehicles are **easy** to operate and range from sporty two-seaters with **top** acceleration to **full** four-seat large cabin hatchbacks.

EV Unique Features

- **Quiet**, fume-free driving experience.
- High performance. EVs have **unusually** fast **acceleration** because power is **delivered** instantly to the **wheels**.
- Lower operating costs. No gasoline is required.
- Environmentally friendly. Electric vehicles have zero emissions and produce no pollutants.

EV Rental Experience

At the time of **rental**, an on-site EV specialist meets with you to review your travel plans. You will be **matched** with the vehicle that best meets your travel needs – based on distance and route. The specialist **will** help you identify charging stations along the way to ensure an enjoyable rental experience.

Charging Your EV

For easy and convenient "refueling," **there** are more than 300 public charging stations available **throughout** Southern California, many of which are located **at** hotels, tourist attractions and general parking areas. The **amount** of time to charge most EVs is between one and **five** hours - and best of all, it's free **to** recharge your **vehicle**. Depending on the model, EVs can travel between 40 and 100 **miles** between charges. The vehicles can **even** be returned without a **full** charge.

*For Reservations Call:
EV Rental Cars at (877) EV-RENTAL*



A SYNERGY EXPLOSION: EVS AND THE RENTAL AGENCY: Table 14

EV fleets in rental agencies are entering a “niche market”.. .

Taxis **are** doing it with AFVS (Checker Cab, Long Beach; Checker CabAtlanta)
Budget is doing it with EVS and **AFVs**: 8 sites in California by 2000, then Texas, **Florida**
What’s next? Limousines--and the world!

Need information on developing a process leading to a contract allowing federal employees a special rate when traveling? Data happily exchanged.

Virtual barriers to a rapid growth in EVS and **AFVs** at rental agencies:

Virtual negatives: poor pickup, negligible infrastructure; expensive batteries; only short distances feasible; original investment high; special training needed for **upkeep**; **little** resale potential; insurance rates and legal liabilities questionable, huge marketing needed to the public

Actual changes in the new reality:

Being “green” gives prestige to the agency that rents or leases an EV or AFV
Any company that takes the first step to **AFVs** profits from a “leadership” image
If renting, the environmental community hankers for access to clean transportation
Customer demand will mount from competition when forerunners garner the business
The environmental incentive is primary, that is, the health of the community
EVS are the ideal vehicles for business **in** the city (under 70-90 miles a day)
So-called performance drawbacks are invalid, based on testing and road effectiveness
Smart investors are developing the refueling infrastructure
AFVs point the way to **fuel cells**

Some sources of incentives:

In California, Air Resources Board funds through local Air District Boards
Transportation Equity Act for 21st Century (TEA-21)
Includes CMAQ moneys to states
includes funds for public-private partnerships
includes funds for infrastructure through California Energy Commission.
State Energy Program Grants (**SEP**) through Clean Cities Coalitions

Useful WEB sites (with links):

evrental.com
California Energy Commission: www.energy.ca.gov/afvs/index/html
w www.energia@energy.ca.gov
Alternative Fuels Data Center: www.afdc.nrel.gov
Enviro \$en\$e: <http://es.inel.gov>
EPA Office of Air Quality and Planning Standards: <http://www.epa.gov/ttn/uatw>
Children's info. [Http://www.epa.gov/kids/htm/air.htm](http://www.epa.gov/kids/htm/air.htm)
Department of Energy rebate program for Clean Cities coalitions:
<http://www.eren.doe.gov/golden/solicitation/html>